

Strategy for Evidence-Informed Prevention

2025 - 2027

A strategy for facilitating the use of evidence-based and evidence-informed initiatives to improve health and wellbeing.

Contents

3	Introduction
5	Context
6	Principles
7	Enablers
8	Implementation of the Strategy and Measuring Progress
9	Detailed Strategy and Action Plan
9	<i>Priority 1: Evidence and Knowledge Translation</i>
10	<i>Priority 2: Build Research Capacity, Capability and Resources</i>
11	<i>Priority 3: Create and Foster Partnerships</i>
13	<i>Priority 4: Advance Prevention Through a Learning Health System Approach</i>

Introduction

Health and Wellbeing Queensland (HWQld) is the state's prevention agency. We are committed to working in partnership across government, communities and other sectors to address the underlying factors that drive chronic ill-health through collaborative, evidence-based research and community-focused action. Our aim is to create a future where all Queenslanders have the best chance to lead a healthier life, no matter who they are or where they live.

Research is an important consideration for the work of HWQld. The Strategy for Evidence-Informed Prevention 2025-2027 (referred to as 'The Strategy') aims to facilitate the use of evidence-based and evidence-informed initiatives to improve health and wellbeing. This will include supporting research and evaluations to ensure that robust evidence is consistently being developed and used to inform policy, practice, and investment that achieves the aims and remit of the agency.

The Strategy has been informed by the Health and Wellbeing Queensland Strategic Plan 2023 – 2027¹ which sets the direction and priority areas for HWQld and aligns with Queensland Health's HEALTHQ32 – Research Strategy 2032². The Strategy was developed through consultation with HWQld staff and key stakeholders, outlining the priorities, strategies, actions, principles, and enablers to achieve the vision – Improving the health and wellbeing of future generations through research informed innovation. An overview of The Strategy is provided in Figure 1.

1 Health and Wellbeing Queensland. Strategic Plan 2023 - 2027. [Internet] Queensland (AU): Queensland Government; 2024 [updated 2024 Jun; cited Nov 27]. Available from: <https://hw.qld.gov.au/about-us/performance/strategic-plan>

2 Queensland Health. HEALTHQ32 Research Strategy 2032. [Internet] Queensland (AU): Queensland Government; 2024 [updated 2024 Apr 9; cited Nov 27]. Available from: <https://www.health.qld.gov.au/system-governance/strategic-direction/plans/research-strategy-2032>

Figure 1: HWQld’s Strategy for Evidence-Informed Prevention

VISION

To drive innovations informed by research that improve the health and wellbeing of current and future generations.

PURPOSE

To generate and use evidence-based research as a tool to effect change, enabling all Queenslanders to lead healthier lives.

PRIORITY 1

Evidence and Knowledge Translation

PRIORITY 2

Build Research Capacity, Capability and Resources

PRIORITY 3

Create and Foster Partnerships

PRIORITY 4

Advance Prevention Through a Learning Health System Approach

Context

Integrating research into policy and practice delivers significant population health benefits by using evidence-informed and evidence-based approaches to identify needs, inform decisions, develop and implement policies, programs and initiatives, and evaluate the impact of implemented programs.³ In contrast, limited use of evidence may impede potential benefits and result in suboptimal outcomes due to failure to implement feasible or effective solutions.

The Strategy is guided by national initiatives including the National Preventive Health Strategy 2021 – 2030⁴ which outlines the overarching, long-term approach to prevention in Australia over the next 10 years and the Preventive and Public Health Research Initiative⁵ which will provide \$596.5 million over 10 years (2022-2032) towards research that tests innovative approaches to public health issues and prevention, including new ways to address prevention and management of risk factors for chronic and complex diseases in Australia.

At HWQld, research and evidence informs our decision-making, investment, and how we develop, deliver, and evaluate programs and interventions. It facilitates understanding of emerging needs, developments and challenges, enhancing equity, innovation, and adaptability. This strategy for evidence-informed prevention has a distinct focus on building internal

capabilities and embedding knowledge and best practice for the use and application of research. An important consideration to guide and inform The Strategy will be embedding the voices and experiences of community members within the priorities and actions. This will position HWQld as an active user, partner, generator, and facilitator of research that underpins all its programs and initiatives and meet communities' expressed needs and priorities.

3 Jacobs JA, Jones E, Gabella BA, Spring B, Brownson RC. Tools for Implementing an Evidence-Based Approach in Public Health Practice. *Prev Chronic Dis* 2012;9:110324. DOI: <http://dx.doi.org/10.5888/pcd9.110324>

4 Department of Health. National Preventive Health Strategy 2021-2030. [Internet] Canberra (AU): Commonwealth of Australia; 2021 [cited Nov 27]. Available from: https://www.health.gov.au/sites/default/files/documents/2021/12/national-preventive-health-strategy-2021-2030_1.pdf

5 Department of Health and Aged Care. Preventive and Public Health Research Initiative. [Internet] Canberra (AU): Commonwealth of Australia; 2024 [updated 2024 Jun 5; cited Nov 27]. Available from: <https://www.health.gov.au/our-work/mrff-preventive-and-public-health-research-initiative>

Principles

The Strategy will be guided by the following principles set out in HWQld’s Strategic Plan. These principles underpin all our activities and define how we work.

	Principle	Description
1	Outcomes	Driving tangible improvements to the health and wellbeing of all Queenslanders, particularly those who need it most
2	Responsiveness	Supporting the government’s priorities and valuing the needs of Queenslanders
3	Innovation	Doing things differently, accelerating and amplifying new ideas
4	Credibility	Maintaining our role as a trusted source of data, evidence and advice
5	Collaboration	Building partnerships that leverage skills, determination and resources to amplify collective capabilities

Enablers

The following enablers will play an important role for the successful implementation and delivery of The Strategy.

	Enabler	Description
1	Research Advisory Committee	An advisory committee of experts providing independent research advice to HWQld whose guidance will be instrumental in supporting the delivery and monitoring progress of The Strategy.
2	Governance Frameworks	HWQld's policies, protocols and frameworks (e.g. Monitoring, Evaluation and Learning, Research Data Governance and Research Governance) have been developed to provide consistent and clear ways of working. These will guide how new approaches identified in The Strategy are developed and implemented.
3	Funding	By strategically investing in research initiatives aligned with our priorities, HWQld funding will strengthen the evidence base needed to improve health outcomes, promote equity, and inform sustainable health interventions for Queensland communities.
4	Strong Leadership	HWQld's supportive leadership is a hallmark of a culture that embraces research. This will play a critical role in the governance and oversight of The Strategy.
5	Collaborations and Partnerships	HWQld has established partnerships across a range of stakeholders including government, academia, and community. Continually collaborating, valuing and learning from these partners will be instrumental as new research partnerships are developed.
6	Consumers and Community members	HWQld will actively engage with consumers and communities to inform and shape how we will design, deliver and evaluate evidence-based solutions.

Implementation of the Strategy and Measuring Progress

The Strategy will be implemented internally with clear indicators of success to guide and track progress over time. Oversight, monitoring, and governance will be supported through existing committees and structures.

Implementation will be underpinned by continuous learning, enabling the Strategy to evolve in response to emerging insights, challenges and opportunities. Progress will be informed by evaluation findings, community input, and feedback from partners to ensure actions remain relevant, effective and aligned with our vision.

Success will be reflected in stronger use of evidence, and meaningful changes in the way prevention is designed, delivered and improved.

PRIORITY 1:

Evidence and Knowledge Translation

We will facilitate, generate and use evidence-based research to inform actions and to bridge the gap between evidence and practice to improve health outcomes for Queenslanders.

Strategies	Actions
Drive a research agenda underpinned by community insights and State and National priorities.	• Increase awareness and promote use of developed research guidelines and toolkits to support the planning and conduct of community informed research. • Develop and embed horizon scanning processes and systems to effectively monitor State and National research priorities. • Integrate community voice into HWQld's Research Advisory Committee processes and decision-making.
Use research evidence to identify priorities, develop programs, policy and initiatives, and implement, scale and sustain actions.	• Develop and embed a priority setting process that leverages research evidence to inform HWQld programs, policies, and initiatives. • Leverage research partnerships to support evidence synthesis and inform the rationale, design, implementation, adaptation, and long-term sustainability of initiatives. • Enhance understanding of the types and hierarchies of evidence (e.g., systematic review, meta-analyses, expert opinion, anecdotal experience), and promote awareness of how these can effectively shape HWQld priorities and practice.
Use an evidence-based evaluation approach to assess implementation and impact of programs, policies and initiatives, and to share learnings to foster a continuous knowledge to action cycle to improve practice.	• Raise awareness of HWQld's measuring change approach to ensure that it is widely applied and used by HWQld staff by embedding into systems, decision making, workflows/ practices, with targeted training for staff. • Implement mechanisms for sharing and applying findings and learnings with internal and external stakeholders, including HWQld staff, researchers, practitioners, professionals, policymakers and/or communities.

PRIORITY 2:

Build Research Capacity, Capability and Resources

We will create a learning-focused environment and organisational culture that builds the capability and confidence to embed evidence across all aspects of prevention.

Strategies	Actions
Support the development of research value, knowledge and skills in the preventive health workforce.	• Optimise HWQld programs by exploring how research could strengthen the program and identify the skills, expertise and training required to support this. • Nurture research champions across HWQld program areas and provide training to build their knowledge and skills to enable them to influence and train within their teams. • Explore opportunities to create joint research appointments between HWQld and academic partners. • Cultivate an environment that supports the exploration and embedding of innovative approaches underpinned by research.
Develop data governance principles and tools which includes understanding of the principles, responsibilities, and procedures to manage data	• Strengthen research data governance practices through established policies and procedures that support responsible data management. • Expand knowledge in key areas such as data sovereignty, data sharing, data storage, and privacy.
Develop and foster a culture that supports best practice in the governance of research to ensure that it is conducted in an ethical and collaborative manner and meets community expectations.	• Develop and embed a research governance framework that supports the conduct of HWQld’s research and complies with regulations and codes of practice and aligns with the NHMRC’s Australian Code for the Responsible Conduct of Research and National Statement on Ethical Conduct in Human Research (2023). • Provide training to understand the practical application of the regulations and codes for the effective governance of research.

PRIORITY 3:

Create and Foster Partnerships

We will strengthen and diversify partnerships that drive innovation, improve sustainability, and increase investment in prevention research. This includes forging new and deeper collaborations across government, academia, community, industry, philanthropy and the not-for-profit sector.

By leveraging shared priorities and collective strengths, HWQld will act as a trusted facilitator of public–private partnerships that unlock strategic funding, align research with community need, and amplify the impact of evidence-informed prevention across Queensland and beyond.

Strategies	Actions
Strengthen a diverse network of partnerships to leverage shared priorities, foster innovation, and accelerate prevention impact.	• Generate a database of HWQld’s research partnerships which is actively managed to guide and support interactions. • Expand partnerships with philanthropic organisations, private sector, and non-traditional stakeholders to broaden the base of support for prevention research and implementation. • Consider the alignment of HWQld’s initiatives with national and international prevention research priorities to help identify potential partners. • Actively engage with partners to co-design research priorities, supporting mutual benefit and shared implementation capacity.

Strategies	Actions
Leverage investment opportunities and co-funding models to support sustained growth in evidence-informed prevention.	• Map and monitor research funding opportunities that could be relevant to HWQld and its partners to support strategic and timely engagement. • Develop a mechanism for HWQld to consider research funding partnership requests which align with HWQld priorities, programs and initiatives. • Strengthen our ability to attract co-investment through compelling value propositions that highlight HWQld's leadership in evidence-informed prevention.
Evaluate partnerships to understand their contribution to prevention outcomes and inform future collaboration.	• Apply tools and frameworks to assess the value, impact and outcomes of HWQld partnerships. • Facilitate cross-sector learning by sharing partnership outcomes, challenges and innovations across Queensland's prevention ecosystem. • Embed feedback mechanisms within partnerships to capture insights from all stakeholders, including communities, and ensure continuous improvement.

PRIORITY 4:

Advance Prevention Through a Learning Health System Approach

To enhance the effectiveness of preventive health initiatives, we will adopt a Learning Health System approach. This involves integrating data-driven insights, community feedback, and evidence-based practices to foster continuous improvement and innovation in prevention strategies. By doing so, we aim to create a dynamic system that learns and evolves to meet the health needs of Queenslanders effectively.

Strategies	Actions
Strengthen the evaluation, adaptation and implementation of effective, evidence-based policy and program solutions through continuous learning, community engagement, and capacity building to foster meaningful innovation in prevention to respond to emerging health needs.	• Embed a monitoring, evaluation and learning framework to ensure a consistent evaluation approach and enhance commitment to assessing implementation and pathways of impact, continuous feedback, contribution to evidence, and informed decision-making. • Develop indicators aligned with HWQld’s strategic objectives, designed to track progress and capture meaningful change. • Use data analytics and visualisation to identify patterns, emerging needs, and opportunities for targeted improvement. • Provide training and learning opportunities for implementation science, systems science, and related frameworks equipping staff to navigate complexity, understand impact and apply insights to drive equitable, adaptive solutions.

Strategies	Actions
Support broader system change by enabling the uptake and advancement of innovations, evidence-informed approaches, fostering shared learning, and embedding community insights into collective prevention efforts.	• Facilitate communities of practice to share insights, adaptations, and innovative approaches to implementing prevention programs. • Develop tools and guidance that support the application and evolution of evidence-informed practices across diverse settings. • Partner with organisations to enhance their capacity for continuous learning, improvement and context-specific adaptation. • Establish feedback loops with communities to share evaluation findings, program learnings and community-informed adaptations, strengthening trust, transparency and ongoing input into prevention efforts. • Increase the visibility of HWQld’s leadership in evidence-informed prevention by sharing insights and examples at state, national and international forums.



We are Queensland's dedicated prevention agency established to drive change, so all Queenslanders have the best chance to live a healthier life, no matter who they are, or where they live. For more information visit:

hw.qld.gov.au